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**Abstract:**

A method and system for a plurality of reporters to collectively self-organize, for the purpose of identifying, measuring and recording team-member activity that is causal to team achievement. The method includes steps of role selection, information discovery, information reporting and information aggregation of team-member activity that is causal to team achievement. It includes means for creating a common perspective among reporters, a common means to judge the value of team-members' contributions, means for collective self-organizing and self-training by reporters, and means for valuing reporters' contributions to the reporting process. One preferred embodiment is a game that enables a large group of humans to determine the critical few actions and collaborations that lead to winning a basketball game viewed live, via TV or internet broadcast. Another preferred embodiment is a game for maximizing the selling activity of a commercial sales group.